

SECRET*Mr. Warner*

May 10, 1951

Memorandum for: G - Mr. Matthews

From: S/P - Mr. Joyce

Subject: Position of Director of the new Psychological Strategy Board.

I hear that the position described above has not yet been filled and that the search is still in progress to find the appropriate individual. This matter is, of course, none of my business but I venture nevertheless to set forth below a suggestion.

I believe that the person who is selected to fill this highly important position should know his way around government and particularly around 1951 Washington. It would be most desirable should he have or have had high stature as a government official and be a man of recognized ability and competence. I believe that former Secretary of the Army Gordon Gray has all of these qualifications to a very high degree. ~~There~~ is no doubt but that he is persona gratissima to the Military Establishment, a very important consideration. I may add that I consider that Gray would work very closely with the Department of State as he is essentially civilian minded and aware of the vital role that political warfare can play from here on out.

Gordon Gray intimated to me several months ago when he was in Washington that if he were offered a specific job in Washington which had well defined responsibilities and authority and which he felt that he could do, he would be prepared to seek an extended leave of absence as President of the University of North Carolina.

Gordon Gray cannot be considered, of course, an expert in the field of psychological warfare but it seems to me he has all of the other qualifications. A small, highly expert staff together with a panel of outside specialists could channel up to him and the Psychological Strategy Board plans and programs. Gray is the kind of person who gets things done and I believe that this is what is required of the Director.

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I think that if Gray could be obtained as the Director he should have as his deputy a highly qualified specialist. The name of Wallace Carroll immediately comes to mind. Carroll has had long years of experience in Europe as a United Press correspondent and Chief of UP bureaus in Western Europe. He was with OWI during the war and I believe was regarded as one of their best men. Carroll in 1948 published a book entitled "Persuade or Perish" which I think is one of the best books in existence on psychological warfare. Last year he served as a consultant in S/P for about a month and produced excellent papers on psychological warfare. He also has served as a consultant to the Assistant Secretary of State for Public Affairs and I believe is very highly regarded by the "P" area. Carroll is presently managing Gordon Gray's newspapers and radio stations in North Carolina.

Some two months ago, Wally Carroll was in my office when Averell Harriman walked in. Harriman knows Carroll and has the highest regard for him. He said that the time might soon come when Carroll might have to come back to Washington in connection with current plans for a new psychological warfare set up. Carroll was non-committal but certainly left the impression that his services might be preempted under the proper circumstances.

I can think of no better team than Gordon Gray and Wally Carroll. Gordon Gray and his wife are spending the week-end of May 19-20 in Washington and they are having dinner with us on Saturday, May 19.

Robert P. Joyce

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